

### REMARKS

This paper is submitted in response to the Office action mailed February 24, 2006. The Examiner is thanked for his indication that claims 74-83 are allowed.

As to the pending 35 U.S.C. § 112 rejection, reconsideration and favorable action are respectfully requested, for the following reasons.

The Examiner stated that certain identified claims<sup>1</sup> were indefinite because the phrase "particular (i<sup>th</sup>) message" did not define the variable or provide its scope. It should be appreciated that the original language simply used "(i<sup>th</sup>)" to define the word "particular" – thus, to address the rejection the phrase "particular (i<sup>th</sup>) message" has been modified to read "particular message." There has been no change in claim scope as a result of this amendment, which has been included in each of independent claims 1, 3, 11, 18, 28-31, 36, 49 and 61-61. Each of these claims, together with their associated dependent claims, should now be in condition for allowance.

Independent claims 43 and 64 have each been amended to describe the variable and its scope as the Examiner has suggested. These claims have been amended in this fashion because, unlike the independent claims identified in the previous paragraph, they each include a further limitation related to the "i" variable. Each of these claims should now also be in condition for allowance. Note that claim 43 has been further amended to remove the "banner ad" language, which was considered confusing and unnecessarily limiting.

Dependent claims 44 and 46-47, as well as dependent claim 65, have been amended merely to conform their language to the changes to the parent claims 43 and 64, respectively.

Dependent claim 46 has been canceled as the subject matter therein is already present in independent claim 43.

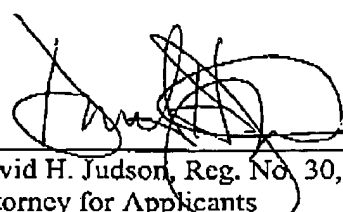
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<sup>1</sup> The identified claims included claim 2; this inclusion appears to be in error, however, as the recited limitation was in independent claim 3, not dependent claim 2. Claim amendments herein have been made to claim 3, not claim 2.

As there are no pending art rejections and the claims are now in full compliance with § 112, a Notice of Allowance is respectfully requested.

Respectfully submitted,

By

  
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